



## Sponsorship + Advertisement

# WINTER WONDERLAND FESTIVAL

We invite you to celebrate the City of Seat Pleasant, 1st Annual Winter Wonderland Festival. The Annual Winter Festival will take place Friday December 20, 2019 from 4:00 PM to 8:00 PM and December 21, 2019 from 11:00am to 3:00pm at Goodwin Park along 400 69th Place in Seat Pleasant, Maryland. This letter is to invite you to be a sponsor for this year's festival. The success of this event is credited largely to our sponsors, who lend their names and financial support towards the event.

This year's theme, "Living Your Best Lives" was organized to bring underprivileged children and families together to love and appreciate life more to help reduce violence and crime in the community. The main purpose is to bring memorable adventures to the community for deprived families who can't afford to travel or go on family vacations during the holidays. In addition, to encourage, reuniting youths and young adults to bring peace and unity to their community. The City of Seat Pleasant is in the process of making positive changes, and transitioning Seat Pleasant community to a Smart City to make all services better, faster and more personalized using information and communication technologies making it a 'City for Me.' The poverty rate in Seat Pleasant is 15.1% and one out every 6.6 residents of Seat Pleasant lives in poverty. Last year, 723 Seat Pleasant residents reported income levels below the poverty line.

By participating as a sponsor for our Winter Wonderland Festival your company will benefit from: Estimating annually this festival will attract at least 500 - 2,500 attendees of all ages; Extended exposure to current and new customers, approximately 4,721 Seat Pleasant residents and their families (21% are 55yrs old & older, 25% are 38 - 54yrs old, and 54% are 37 & younger.); Approximately 1,500 - 3,500 attendees (plus online subscribers); and Business exposure on the city's website, newsletter, press releases, social media and more. Along with these opportunities, we will list your company and logo in the event souvenir book provided to all 1,500 - 3,500 attendees and will additionally be uploaded to our website. Our sponsors will be highlighted in our massive electronic communications surrounding the event, including our advertisements, press releases, and newsletters, which will go out to our network of subscribers.

We want you to be confident in your sponsorship decision, which is why we have five levels of sponsorship options as detailed in the enclosed sponsor commitment form. No matter what level you choose, rest assured that all proceeds will help the City of Seat Pleasant move towards making this event a success. This will be our second largest municipal event of its kind in Prince Georges County; Seat Pleasant is proud to be a leader in this regard. This event will include a Mobile Out door Ice Skating /Ice Skates station, Rink, Out Door Snow Tubing Ice slope, Snow Tubes, Mobile Game Truck, Live Music/DJ, Complimentary Station-Hot Chocolate/Popcorn/water, Roaming Roaster Food Truck, Heated Tents, and Free Picture Booth.

Your support is what will make this event a success and will allow it to become the driving force in many more engaging events. We are counting on your support and will be happy to answer any questions you may have. Please use the Seat Pleasant website to complete your sponsorship application and return your completed sponsorship commitment form and payment to the Public Engagement Department, Attention -Sharron Lipford, 311 68th Place, Seat Pleasant, MD 20743, fax it to 301.456.8681 or email it to [maecia.shabazz@seatpleasantmd.gov](mailto:maecia.shabazz@seatpleasantmd.gov) or via phone 301.468-6012. Thank you in advance for your willingness to support the efforts of the City of Seat Pleasant and for making a difference in our community.

## SPONSORSHIP PACKAGES

NAME/TITLE \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Email \_\_\_\_\_

Phone # \_\_\_\_\_

Cell \_\_\_\_\_

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### **PLATINUM - \$10,000.00**

LISTED AS PLATINUM SPONSOR ON ALL MATERIALS INCLUDING CITY BANNER, SOUVENIR BOOKLET, FLYERS, MOBILE APP, PRESS RELEASES, CITY NEWSLETTER, CITY WEBSITE, SOCIAL MEDIA, SPEAKING OPPORTUNITY AND PARTICIPATION IN THE PARADE AND A VENDOR BOOTH. NAME MENTIONED BY MC DURING THE CEREMONY. IN ADDITION, TO BE RECOGNIZED AND AWARDED WITH THE PLATINUM LEVEL PLAQUE DURING THE PEAK OF EVENT.

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### **SILVER- \$5,000.00**

LISTED AS SILVER SPONSOR ON ALL MATERIALS INCLUDING CITY BANNERS, SOUVENIR BOOKLET, FLYERS, PRESS RELEASES, CITY NEWSLETTER, CITY WEBSITE, AND SOCIAL MEDIA IN ADDITION TO NAME MENTIONED BY MC DURING THE CEREMONY

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### **BRONZE - \$1,000.00**

LISTED AS BRONZE SPONSOR IN SOUVENIR BOOKLET, CITY NEWSLETTER, CITY WEBSITE, AND SOCIAL MEDIA COVERAGE. NAME MENTIONED BY MC DURING THE CEREMONY.

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### **COMMUNITY DONER- \$600.00**

LISTED AS DONOR IN SOUVENIR BOOKLET, RECEIVE A WINTER WONDERLAND FESTIVAL T-SHIRT WITH SIGNATURES FROM THE SPONSORED CHILDREN AND YOUTH. COMMUNITY DONOR WILL HELP SPONSOR

Please email Sponsorship Confirmation Form to [JoVone.Pender@seatpleasantmd.gov](mailto:JoVone.Pender@seatpleasantmd.gov)

311 68th Place Seat Pleasant MD 20743-2125 (301) 336-2600 Fax (301) 336-0029